corona

urn, then
ube and through
nds. The opening and
e orifice on the tube is
by a valve at the top of
as may be noticed.
models now at Vendôme in-
one that operates electrically,
ther alternating or direct cur-
It easily makes six demi-tasse
hree large cups of coffee. There
six non-electric expressos that
y be heated over a gas or electric
rner quickly and efficiently.
Another version of the expresso
ffee maker, also imported from
ly, is available. It is heated by an
ohol burner, part of the unit,
ich rests on a base beneath the
ndrical urn. Instead of one ori-
rom which the coffee is poured,
ne has multiple tube-like spig-
pair on the two-cup model,
the four-cup.
e models, which are con-
chromium-plated metal,
ee goes into a small
hat is inserted in
n above the

Han
pliance st
has an over
It is made of c
polished to a mi
infra-red heating e
entire cooking area
roasted, broiled or
an evenness that deli
The utensil produc
black coffee favored b
Spanish and Near East
as Italians, though a n
can brew also may be
Regular drip grind is
Italian or American ro
placed in the cylindric
grounds in a bulge-li
section near the end
ing tube. As the w
forced under pres
steam, to the top
passes down the
the coffee grou
closing of th
controlled
the ur

Corona, the product of Linotype research, was designed and tested to provide top-level printing performance in newspapers and catalogs

· LINOTYPE ·

"Designed, engineered and tested for top-level news and catalog printing . . ."

corona

is the product of years of Linotype research into newspaper printing performance, with scientific study of letter structure after the shrinkage encountered in dry mat making.

In developing Corona design, letter elements were adjusted not only to minimize changing space relationships and fitting encountered in dry mat making, but also to provide the sharpness of line and contrast in thick and thin strokes, to assure maximum reading speed and eye comfort.

Corona letters were made taller in each point size—the 7 point, for instance, compares with the average 8-point news face. Yet they were skillfully shaped and fitted to provide the economy of a full size smaller. Corona, in short, is truly an engineered type, designed and tested to provide top-level printing performance.

Corona's important advantages are:

1. **Minimizes effect of shrinkage** in dry mat making—as great as 4% in news-column line length.
2. **Larger letters** for quick visibility and speedy, comfortable reading.
3. **Greater economy of space** through compact letter shapes and scientific fitting—a factor in saving newsprint through point-size reduction.

Corona is available in a variety of combinations, and in a wide range of sizes. The convenient Index locates the comparative specimen showings on following pages.

CLASSIFIED corona COMPARISON

CORONA with **BOLD FACE No. 2** and with **ERBAR BOLD**

5 and 6 pt. with Bold Face No. 2 and Erbar Bold

HOUSEWORKER, cook, white, sleep in, own room, small ranch home, assist infant & 3-year-old. Good references required, good salary. ROslyn 3-4519.

HOUSEWORKER, own 2-rm basement apt, bath, in exchange several hrs work daily in late PM. AC 2-2077, 5-7 PM only.

MAN, middle-aged, responsible, varied business experience, familiar with all office work typing, seeking permanent position. Five-day week. N360 Times.

MANAGER dry cleaning store, experienced, seeks permanent position. Out-of-town preferred. N233 Times.

MOTHER'S helper, private room and bath, push-button ranch house, friendly atmosphere. Call BAyside 9-7799.

NURSE, boy 3 years, girl 22 months, recent references necessary. Applicants under 45 years. Lawrence, L. I. Call collect, evening only. CE 9-7780.

NURSE, infant exp only, $75-$85; or 8 hrs. Maternity Service Agcy. ES 2-6131.

OFFICE manager, bookkeeper, payroll, presently employed, single, 42, steady, efficient. $100 week. N220 Times.

POSITION with new ideas, originality, college, sales experience. CL 6-3339.

REFINED woman; boy six, wants summer work country. TA 2-4693.

RESOURCEFUL young man will accept any legitimate proposition whereby can earn $40,000 one year. N179 Times.

SALES engineer with manufacturing, distributor experience will represent NYC firm in New England. Z632 Times.

SALES trainee, some advertising and selling experience, college graduate, 26, will travel anywhere. KK44 Times.

TWO ambitious young men looking for selling job. Own car. Ready to travel any place. References. A5538 Times.

WOMAN, mature for part-time care of child. Evenings, week-ends; sleep in

5△46 on 5 point

HOUSEWORKER, cook, white, sleep in, own room, small ranch home, assist infant & 3-year-old. Good references required, good salary. ROslyn 3-4519.

HOUSEWORKER, own 2-rm basement apt, bath, in exchange several hrs work daily in late PM. AC 2-2077, 5-7 PM only.

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SALES trainee, some advertising and selling experience, college graduate, 26, will travel anywhere. KK44 Times.

TWO ambitious young men looking for selling job. Own car. Ready to travel

5△46 on 5½ point

MAN exp for newsstand, full or part time. Call evenings BI 3-1567.

MASONRY Estimator. Westchester concern. Write your experience and salary. Confidential. Z3997 Times.

OFFICE clerk, 30-45. Customer relations correspondence, typing; write orders in office of publishing house. State your experience, references and salary. BOX FR839 TIMES.

PHARMACISTS, upstate New York chain. Good salary, bonus and commission. Apartment available. Guarantee of no less than $100 per week. Wayne Drug Co., Inc., Newark, N. Y.

PRODUCTION man or woman, experienced offset & letter shop. State salary. S969 Times Downtown.

PRODN asst, 24-30, coll grad; mfg. $3,300. Mr. Peake Agency, 35 W 53d.

RADIO & Tv Servicemen, $75. May Agencies, 73 Warren St., N. Y.

SHIPPING clerk. Exp china, glass, assist in shipping dept, later packing; $40-$45. Call WA 4-6236.

YOUNG man, assist and sell work clothes, stores, beginner acceptable, wonderful opportunity for advancement. Write details, salary expected, etc. Z6125 Times.

YOUNG man, make self generally useful around factory. Steady work. Flaster Cloak Co. 324 Lafayette St., N. Y. C. (near Bleecker St.). 7th fl.

YOUNG man, veteran, tall, bright, ambitious, anxious learn to become buyer; resident fur buying office. Emanuel Lesser, 370 7 Ave.

6△114 on 6 point

BOOK salesmen, work from leads represent Book of Knowledge. Lib. Com. Room 508, 2 W 45th.

BOOKKEEPER, woman acct, individual instruction. Complete FC 6 wks, twice weekly. Grant, 39 W 67 St. TR 7-9506.

COAL-fuel oil, retail, experienced, expand Rockaway territory for new large established concern. Liberal commissions on new and repeat business. Replies confidential. KK246 Times.

COLL prep, math, 7 lang. Remedial any age. Miss Gildner, 614 W 113; UN 4-9259.

EGG canvasser, experienced only. Commission and salary. J. Edwards Farms, 185-08 Jamaica Ave., Hollis.

ENGLISH speech, grammar, composition, vocabulary, conversation. Miss I. Lightfine. Call Tuesday PL 7-0085.

FRENCH Parisienne grammar conversation, Regents. Also class help. RI 9-1053.

FURNITURE salesman, Jr. Oppty for aggressive man. Salary & commission. Almo Furniture, 165 Main St., Yonkers, N. Y. Tele. YO 5-0666 Tuesday.

GROCERY, Paterson, N. J., area; car nec; $55 plus allow. Remer Agcy., 503 Amsterdam Ave. (ent 42 St.).

JEWELRY salesman to manage large jewelry store. Good at merchandising & window dressing. Good pay & working conditions. Box Z6002 Times.

JEWELRY salesmen (2). Retail; special order work, diamonds, watch & jewelry repair estimates. Salary. Z6301 Times.

LACQUER salesman. Mfr of lacquers & synthetics has opening in Metropolitan terr for exp man. Salary plus commission. Write NT533, 221 W. 41st.

LAMP salesman. Modern lamp store, perm; only exp in lamps need apply. Salary plus comm. PL 5-0059.

MANAGER dry cleaning store, experienced, seeks steady position. N9 Times.

MONOTYPE caster runner (preferably proof-press operator. Call HA 6-1123.

5△46 on 5 point

BOOK salesmen, work from leads represent Book of Knowledge. Lib. Com. Room 508, 2 W 45th.

BOOKKEEPER, woman acct, individual instruction. Complete FC 6 wks, twice weekly. Grant, 39 W 67 St. TR 7-9506.

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LAMP salesman. Modern lamp store, perm; only exp in lamps need apply. Salary plus comm. PL 5-0059.

5△46 on 5½ point

FOR GIRLS CAMP. Second cook, $40 week plus maintenance, also porter-maintenance man, $160 mo. Call 2 to 4 P. M. Phone OR 7-1515, Monday.

FOREMAN. On men's leather waist belts. State experience, salary and references. Z3714 Times.

GARDENER, only thoroughly competent man need apply, age 35 to 45, married, live in Westport, Conn., or vicinity, wages $70 week. Permanent if satisfactory. Z6409 Times.

GAS station attendants, many, to $65. Edwards Agencies, 73 Main St.

HOTEL clerk, 6 weeks' vacation relief, knowledge transcript, switchboard; $10 per day. Apply Mgr. Hotel Monterey, 94th & Broadway.

HOUSE officer over 5'9". 175 lbs. age 35-45, good appearance; 5-day week. HOTEL TAFT, 154 W. 51st St.

IBM Trainees, midnight-8 AM, bank, $50. Wilman Agency, 11 John St.

INSPECTOR, machine shop; steady. 416 W. 13th St., 3d floor. 9 A.M.

INSURANCE, collecting, soliciting; est route; sal $55 comm. Z687 Times.

LATHE hands, $1.90 hr; 5 yrs minimum exp; steady work! Bklyn elev. mfr. Z360 Times, Brooklyn.

LAWYER. For commercial Brooklyn firm. Part or full time. Full particulars and salary. Z6178 Times.

SOAP, Phila ofce, top mfr, Sal plus. ACCURATE AGCY, 53 Nassau St.

TABULATING machine operator (2), IBM. Thorough knowledge of wiring and operating No. 402 and accessory machines. Interviews 9-12 daily. Bay-

6△490 on 6 point

CLASSIFIED **corona** COMPARISON

CORONA with **BOLD FACE No. 2** and with **ERBAR BOLD**

5½ pt. with Bold Face No. 2 and Erbar Bold

ADVERTISING salesman for Bergen County shopping newspaper; good opportunity. Salary. Z3862 Times.

APPLIANCE & T V salesman, car, experienced, steady inside position, Queens retailer, top lines. Z3999 Times.

BOOK (2) salesmen, work from leads. Represent Book of Knowledge. Lib. commission. Room 508, 2 W 45th.

CAMERA salesman, expd, retail, accessories; New Jersey. Z6244 Times.

CAR salesmen, salary & comm. Nash Hall Corp, 130 South Columbus Ave, Mt Vernon; Mo 8-6060.

DENTAL salesmen, experienced, retail, open territories Queens, Nassau and Suffolk Counties. Drawing against commission. Z3722 Times.

FURNITURE Salesman, showroom experience preferred, top man for fine furniture showroom; high compensation for right man. Sheffield House Furn. Co., 890 6 Ave. ORegon 4-9060.

GIFT salesman. Est. glass import-factory. Travel-car. Very lib comm paid. Henry J. Field, 35 W Amsterdam Ave.

HOUSEWARE salesmen, established accounts. Expd. Draw vs com. Dandee Sales, 141 Kosciusko St, Brooklyn.

PORTRAIT proof passer. Home sittings, 25% comm. Unlimited proofs. Majosa, 85 Court St., Brooklyn.

SHIPPING clerk, expd in phonograph records preferred, good oppty for right party. Malverne Dist., 24 W 9 St.

STEWARD-college 8 hrs, 6 days. Refs, gd salary. Fairplay Agcy, 820 Warren.

TOOLMAKER, A 1st class capable surface and cylindrical grinding of form tools, and assisting in general tooling up for defense; good pay. Field, 177 N Mountain Ave., Bronx.

WATCHMAKER for Jamaica Store. Steady position. Apply after 2 P. M. 90-77 Sutphin Blvd., Jamaica.

5½△80 on 5 point, with short descenders

ADVERTISING salesman for Bergen County shopping newspaper; good opportunity. Salary. Z3862 Times.

APPLIANCE & T V salesman, car, experienced, steady inside position, Queens retailer, top lines. Z3999 Times.

BOOK (2) salesmen, work from leads. Represent Book of Knowledge. Lib. commission. Room 508, 2 W 45th.

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STEWARD-college, 8 hrs, 6 days. Refs, gd salary. Fairplay Agcy, 820 Warren.

TOOLMAKER, A 1st class capable sur-

5½△80 on 6 point

ACCT, C P A, seeks clients, taxes, audits, bookkeeping service. IL 4-8428.

ADMINISTRATIVE man Friday, age 38, conscientious, honest, experienced in accounting sales, business administration, desires opportunity, permanent. N399 Times, Brooklyn.

BAKERS Specialty Salesman (2). Half century old concern; for metropolitan New York area; drawing account agst comm. State qualifications. H4 Times.

BKKPR-Acct, FC or assist, exp, coll grad, slight handicap, $45. SL 6-2038.

CHEMIST, cosmetic, pharmaceuticals mfg creams, lotions, alcoholics development. N140 Times, Brooklyn.

CLERK, 7 years Mercantile House, 13 years with Collector Internal Revenue, tax experience. KI 3-3853.

DENTAL tech, finisher, 11 yrs' all-around dentures. KK90 Times.

DENTIST, capable, experienced, good contractor, full time. A585 Times.

EDITORIAL writing, college grad, experienced fiction mag, news agency, desires job with future. N177 Times.

EDITORIAL writing, layout, sought by college English teacher with editorial experience part-time permanent or full-time summer. N28 Times.

MEN'S Clothing $85-$100. Und. 40 yrs, medium-low priced dept str, 5d. Bee Agency (Room 606), 120 Liberty St.

REAL Estate salesman, weekends for builder, $100 per house. GA 7-4487.

SALESMAN, junior, good opportunity learn furniture business. Newark. Salary basis. Kay Furniture, MA 3-1236.

SEAT covers, excellent oppty sell & install. Full charge drive-in premises. Salary & commission. HY 8-5300.

TOBACCO salesmen, sideline or full time, to sell cigarette vending machines direct to location; liberal commission. Apply Mon from 9 to 11 A M or 5 to 6 P M, at 40-14 Astoria Blvd.,

5½△70 on 5 point, with short descenders

ACCT, C P A, seeks clients, taxes, audits, bookkeeping service. IL 4-8428.

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TOBACCO salesmen, sideline or full

5½△70 on 5½ point

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CLERK, 7 years Mercantile House, 13 years with Collector Internal Revenue, tax experience. KI 3-3853.

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REAL Estate salesman, weekends for builder, $100 per house. GA 7-4487.

SALESMAN, junior, good opportunity learn furniture business. Newark. Salary basis. Kay Furniture, MA 3-1236.

SEAT covers, excellent oppty sell &

5½△70 on 6 point

COMPARISON **corona** OF SIZES

with *ITALIC* and SMALL CAPS

10 sizes with Italic and Small Caps • 5 pt. to 12 pt.

5 Point (5△48) Lower case alphabet, 94 pts. Figures, .046; comma, period, thin space, .0277. Code, ZORBO

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of print 1234
rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes? Good design is always
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of print VBCD

5½ Point (5½△76) Lower case alphabet, 98 pts. Also short descenders. Figures, .0484; comma, period, thin space, .0277. Code, ZOKTI

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of 1234
printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes? Good
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of VBCD

6 Point (6△500) Lower case alphabet, 103 pts. Figures, .0484; comma, period, thin space, .0277. Code, ZOPVU

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the ar 1234
of printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes?
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the ar VBCD

7 Point (7△214) Lower case alphabet, 112 pts. Figures, .0553; comma, period, thin space, .0277. Code, ZORCU

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers 1234
in the art of printing rave over a specific face of type? What do they see in it? Why is it so superlatively plea
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers VBCD

7½ Point (7½△30) Lower case alphabet, 118 pts. Figures, .0622; comma, period, thin space, .0311. Code, ZOFHI

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- 1234
makers in the art of printing rave over a specific face of type? What do they see in it? Why is it so supe
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- VBCD

8 Point (8△574) Lower case alphabet, 118 pts. Figures, .0622; comma, period, thin space, .0311. Code, ZOFFA

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- 1234
makers in the art of printing rave over a specific face of type? What do they see in it? Why is it so supe
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- VBCD

8 Point No. 1 (8△34) Lower case alphabet, 121 pts. Figures, .0622; comma, period, thin space, .0311. Code, ZOFNI

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pa 1234
makers in the art of printing rave over a specific face of type? What do they see in it? Why is it so
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pa VBCD

10 Point (10△560) Lower case alphabet, 138 pts. Figures, .0761; comma, period, thin space, .038. Code, ZONZU

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why 1234
do the pace-makers in the art of printing rave over a specific face of type? What do they
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why VBCD

11 Point (11△190) Lower case alphabet, 145 pts. Figures, .083; comma, period, thin space, .0415. Code, ZORDA

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design 1234
Why do the pace-makers in the art of printing rave over a specific face of type? Wh
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design VBCD

12 Point (12△562) Lower case alphabet, 155 pts. Figures, .083; comma, period, thin space, .0415. Code, ZONYO

HOW IS ONE to assess and evaluate a type face in terms of its esthetic de 1234
Why do the pace-makers in the art of printing rave over a specific face of type?
HOW IS ONE to assess and evaluate a type face in terms of its esthetic de VBCD

LIST OF CHARACTERS AVAILABLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
ABCDEFGHIJKLMNOPQRSTUVWXYZ&
ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345 abcdefghijklmnopqrstuvwxyz 67890
VBCDE *abcdefghijklmnopqrstuvwxyz* FGRTJ

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⅛ ¼ ⅜ ½ ⅝ ¾ ⅞ ⅓ ⅔ ⅕ ⅖ ⅗ ⅘ ⅙ ⅚ $\frac{1}{8}$ $\frac{1}{4}$ $\frac{3}{8}$ $\frac{1}{2}$ $\frac{5}{8}$ $\frac{3}{4}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{5}$ $\frac{2}{5}$ $\frac{3}{5}$ $\frac{4}{5}$ $\frac{1}{6}$ $\frac{5}{6}$
⅛ ¼ ⅜ ½ ⅝ ¾ ⅞ ⅓ ⅔ ⅕ ⅖ ⅗ ⅘ ⅙ ⅚ $\frac{1}{8}$ $\frac{1}{4}$ $\frac{3}{8}$ $\frac{1}{2}$ $\frac{5}{8}$ $\frac{3}{4}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{5}$ $\frac{2}{5}$ $\frac{3}{5}$ $\frac{4}{5}$ $\frac{1}{6}$ $\frac{5}{6}$

COMPARISON corona OF SIZES

with **BOLD FACE No. 2**

5½ Point (5½△80) Lower case alphabet, 94 pts. Also short descenders. Figures, .0441; comma, period, thin space, .0294. Code, ZOSIZ

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of print 1234
rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes? Good design is always
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of print 1234

(Conforms to agate standards adopted by wire circuits)

6 Point (6△114) Lower case alphabet, 103 pts. Figures, .0484; comma, period, thin space, .0277. Code, ZOSJO

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the ar 1234
of printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes?
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the ar 1234

7½ Point (7½△28) Lower case alphabet, 118 pts. Figures, .0622; comma, period, thin space, .0311. Code, ZOCOL

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- 1234
makers in the art of printing rave over a specific face of type? What do they see in it? Why is it so supe
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- 1234

(Also 7½△44, Teletype, 8 set. Code, ZORUV)

8 Point (8△568) Lower case alphabet, 118 pts. Figures, .0622; comma, period, thin space, .0311. Code, ZOCOS

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- 1234
makers in the art of printing rave over a specific face of type? What do they see in it? Why is it so supe
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- 1234

(Also 8△228, Teletype, 8 set. Code, ZOSHI)

8 Point No. 1 (8△36) Lower case alphabet, 121 pts. Figures, .0622; comma, period, thin space, .0311. Code, ZOHDI

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pa 1234
makers in the art of printing rave over a specific face of type? What do they see in it? Why is it so
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pa 1234

9 Point (9△228) In Process. Lower case alphabet, 129 pts. Figures, .0692; comma, period, thin space, .0346. Code, ZOSPO

10 Point (10△540) Lower case alphabet, 138 pts. Figures, .0761; comma, period, thin space, .038. Code, ZOHUS

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why 1234
do the pace-makers in the art of printing rave over a specific face of type? What do they
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why 1234

7 sizes with Bold Face No. 2 • 5½ to 10 pt.

CORONA with **BOLD FACE**

8 Point No. 2 (8△232) Lower case alphabet, 126 pts. Figures, .0622; comma, period, thin space, .0311. Code, ZORED

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the p 1234
makers in the art of printing rave over a specific face of type? What do they see in it? Why is it s
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the p 1234

(Also 8△224, Teletype, 8.66 set. Code, ZOSFA)

CORONA with GOTHIC

7½ Point (7½△32) Lower case alphabet, 117 pts. Figures, .0553; comma, period, thin space, .0277. Code, ZOFKU

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- 1234
makers in the art of printing rave over a specific face of type? What do they see in it? Why is it so supe
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- 1234

(Also 7½△34, Teletype, 8 set. Code, ZOFTE)

Corona with Bold Face and Gothic

LIST OF CHARACTERS AVAILABLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
ABCDEFGHIJKLMNOPQRSTUVWXYZ&

12345 abcdefghijklmnopqrstuvwxyz 67890
12345 abcdefghijklmnopqrstuvwxyz 67890

$ £ , . : ; ' - ' ? ! - | — Æ Œ æ œ . . . ( ) * † ‡ § ¶ [ ] @ ℔ % ﬁ ﬂ ﬀ ﬃ ﬄ
$ £ , . : ; ' - ' ? ! - | — Æ Œ æ œ . . . ( ) * † ‡ § ¶ [ ] @ ℔ % ﬁ ﬂ ﬀ ﬃ ﬄ

⅛ ¼ ⅜ ½ ⅝ ¾ ⅞ ⅓ ⅔ ⅕ ⅖ ⅗ ⅘ ⅙ ⅚
⅛ ¼ ⅜ ½ ⅝ ¾ ⅞ ⅓ ⅔ ⅕ ⅖ ⅗ ⅘ ⅙ ⅚

DECIMAL FRACTIONS (8ths)

(For Financial Tabulation, see page 16. Available in 5½ point)

.1 .2 .3 .4 .5 .6 .7
.1 .2 .3 .4 .5 .6 .7

COMPARISON **corona** OF SIZES

with **ERBAR BOLD**

11 sizes with Erbar Bold • 5 pt. to 14 pt.

5 Point (5△46) Lower case alphabet, 94 pts. Figures, .046; comma, period, thin space, .0277. Code, ZOKPU

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of print 1234
rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes? Good design is always
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of print 1234

5½ Point (5½△70) Lower case alphabet, 98 pts. Also short descenders. Figures, .0484; comma, period, thin space, .0277. Code, ZOKNO

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of 1234
printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes? Good
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of 1234

6 Point (6△490) Lower case alphabet, 103 pts. Figures, .0484; comma, period, thin space, .0277. Code, ZOLDU

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the ar 1234
of printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes?
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the ar 1234

7 Point (7△202) Lower case alphabet, 112 pts. Figures, .0553; comma, period, thin space, .0277. Code, ZOLEF

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers 1234
in the art of printing rave over a specific face of type? What do they see in it? Why is it so superlatively plea
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers 1234

8 Point (8△580) Lower case alphabet, 118 pts. Figures, .0622; comma, period, thin space, .0311. Code, ZOKOT

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- 1234
makers in the art of printing rave over a specific face of type? What do they see in it? Why is it so supe
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the pace- 1234

(Also 8△264, Teletype, 8 set. Code, ZOPVU)

8 Point No. 2 (8△172) Lower case alphabet, 126 pts. Figures, .0622; comma, period, thin space, .0311. Code, ZOSEF

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the p 1234
makers in the art of printing rave over a specific face of type? What do they see in it? Why is it s
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do the p 1234

9 Point (9△204) Lower case alphabet, 129 pts. Figures, .0692; comma, period, thin space, .0346. Code, ZOMRO

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do t 1234
pace-makers in the art of printing rave over a specific face of type? What do they see in it? W
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why do t 1234

10 Point (10△546) Lower case alphabet, 138 pts. Figures, .0761; comma, period, thin space, .038. Code, ZOKOZ

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why 1234
do the pace-makers in the art of printing rave over a specific face of type? What do they
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design? Why 1234

11 Point (11△170) Lower case alphabet, 146 pts. Figures, .083; comma, period, thin space, .0415. Code, ZOMSU

HOW IS ONE to assess and evaluate a type face in terms of its esthetic design 1234
Why do the pace-makers in the art of printing rave over a specific face of type? Wh
HOW IS ONE to assess and evaluate a type face in terms of its esthetic design 1234

12 Point (12△554) Lower case alphabet, 155 pts. Figures, .083; comma, period, thin space, .0415. Code, ZOLEL

HOW IS ONE to assess and evaluate a type face in terms of its esthetic de 1234
Why do the pace-makers in the art of printing rave over a specific face of type?
HOW IS ONE to assess and evaluate a type face in terms of its esthetic de 1234

14 Point (14△316) Lower case alphabet, 167 pts. Figures, .0968; comma, period, thin space, .0484. Code, ZOMVE

HOW IS ONE to assess and evaluate a type face in terms of its esth 1234
design? Why do the pace-makers in the art of printing rave over a specifi
HOW IS ONE to assess and evaluate a type face in terms of its esth 1234

LIST OF CHARACTERS AVAILABLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
ABCDEFGHIJKLMNOPQRSTUVWXYZ&

12345 abcdefghijklmnopqrstuvwxyz 67890
12345 abcdefghijklmnopqrstuvwxyz 67890

$ £ , . : ; ‘ - ’ ? ! – | — Æ Œ æ œ . . . ( ) * † ‡ § ¶ [ ] @ ℔ % fi fl ff ffi ffl
$ £ , . : ; ’ - ’ ? ! – | — Æ Œ æ œ . . . ( ) * † ‡ § ¶ [ ] @ ℔ % fi fl ff ffi ffl

⅛ ¼ ⅜ ½ ⅝ ¾ ⅞ ⅓ ⅔ ⅕ ⅖ ⅗ ⅘ ⅙ ⅚ $\frac{1}{8}$ $\frac{1}{4}$ $\frac{3}{8}$ $\frac{1}{2}$ $\frac{5}{8}$ $\frac{3}{4}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{5}$ $\frac{2}{5}$ $\frac{3}{5}$ $\frac{4}{5}$ $\frac{1}{6}$ $\frac{5}{6}$
⅛ ¼ ⅜ ½ ⅝ ¾ ⅞ ⅓ ⅔ ⅕ ⅖ ⅗ ⅘ ⅙ ⅚ $\frac{1}{8}$ $\frac{1}{4}$ $\frac{3}{8}$ $\frac{1}{2}$ $\frac{5}{8}$ $\frac{3}{4}$ $\frac{7}{8}$ $\frac{1}{3}$ $\frac{2}{3}$ $\frac{1}{5}$ $\frac{2}{5}$ $\frac{3}{5}$ $\frac{4}{5}$ $\frac{1}{6}$ $\frac{5}{6}$

7 pt. CORONA with **ERBAR BOLD**—solid and leaded

Probably at no other period in newspaper history has there been a need for printing news at such materially stepped-up speeds as were required during the recent hectic war years. It was in the midst of this strenuous period that the Linotype face known as Corona was developed . . . a type which answered the growing need for a clean, easy-to-read face which would print clearly under exceedingly high press speeds. At this period, newsprint was scarce—and paper conservation required the use of a compact type for newspaper printing.

Born of Research

In the initial stages of the type's development Linotype typographic experts undertook an extensive research program so that all problems to be met by the new face would be carefully considered before the designing process. They drew upon their wealth of experience in designing newspaper types. They had previously developed, over a period of time, a "Legibility Group" of news faces, members of which are currently read in newspapers all over the world.

With exacting precision, they set to work styling each Corona character with the specific purpose of creating a strong, compact, legible letter that would meet the requirements of faster newspaper production. Months of work went into drawing and redrawing the complete alphabet, figures, and punctuation marks in optically correct proportions and dimensions. Then, master patterns were made to guide the cutting of Corona on steel punches, and the small brass matrices were punched for the casting of slugs on Linotype machines.

More Compact Face

In comparison with most news faces, Corona is actually more compact. It fits more words into a column inch despite its larger, more legible appearance. It incorporates the advantages of increased weight of line, with ample white inside the structure of the letter form, which assures both clarity and good contrast between the black and white elements.

Corona was designed to eliminate one of the major difficulties newspapers face in stereotyping: the control of clarity and sharpness of letter image despite the necessary degree of mat shrinkage. Tests prove that Corona's big, open letters retain every quality of legibility. This results in a cleaner, easier-to-read newspaper.

Fitness For Function

How is one to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes? Good design is always practical design. And what they see in a good type design is, partly, its excellent practical fitness to perform its work. It has a "heft" and balance in all of its parts just right for its size, as any good tool has.

Your good chair has all of its parts

7△202 on 7 point. Lines to 21½" column, 221.
Approximate words to column, 1480

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7△202 on 7½ point. Lines to 21½" column, 206.
Approximate words, 1380—6.8% less

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How is one to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of printing rave over a specific face

7△202 on 8 point. Lines to 21½" column, 194.
Approximate words, 1300—12.2% less

7 pt. with Erbar Bold • solid and leaded

7½ pt. CORONA with **BOLD FACE No. 2**—solid and leaded

7½ pt. with Bold Face No. 2 • solid and leaded

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How is one to assess and evaluate a type face in terms of its esthetic design? Why do the pace-makers in the art of printing rave over a spe-

7½△28 on 7½ point. Lines to 21½" column, 206. Approximate words to column, 1277

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How is one to assess and evaluate

7½△28 on 8 point. Lines to 21½" column, 194. Approximate words, 1203—5.8% less

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7½△28 on 8½ point. Lines to 21½" column, 182. Approximate words, 1128—11.7% less

8 pt., 8 pt. No. 1 and 8 pt. No. 2 CORONA with **BOLD FACE No. 2**—solid

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How is one to assess and evaluate

8△568 on 8 point. Lines to 21½" column, 194. Approximate words to column, 1203

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How is one to assess and evaluate

8△36 on 8 point. Lines to 21½" column, 194. Approximate words to column, 1203

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8△232 on 8 point. Lines to 21½" column, 194. Approximate words, 1106—8.1% less

8 pt. with Bold Face No. 2 • solid

NEWS BODY corona COMPARISON

8 pt., 8 pt. No. 1 and 8 pt. No. 2 CORONA with **BOLD FACE No. 2**—½ pt. leaded

8 pt. with Bold Face No. 2 · ½ pt. leaded

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More Compact Face

In comparison with most news faces, Corona is actually more compact. It fits more words into a column inch despite its larger, more legible appearance. It incorporates the advantages of increased weight of line, with ample white inside the structure of the letter form, which assures both clarity and good contrast between the black and white elements.

Corona was designed to eliminate one of the major difficulties newspapers face in stereotyping: the control of clarity and sharpness of letter image despite the necessary degree of mat shrinkage. Tests prove that Corona's big, open letters re-

8△568 on 8½ point. Lines to 21½" column, 182.
Approximate words, 1128—6.2% less

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8△232 on 8½ point. Lines to 21½" column, 182.
Approximate words, 1037—13.8% less

NEWS BODY corona COMPARISON

8 pt., 8 pt. No. 1 and 8 pt. No. 2 CORONA with **BOLD FACE No. 2**—1 pt. leaded

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8△568 on 9 point. Lines to 21½" column, 172. Approximate words, 1067—11.3% less

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8△232 on 9 point. Lines to 21½" column, 172. Approximate words, 980—18.5% less

8 pt. with Bold Face No. 2 • 1 pt. leaded

9 and 10 pt. CORONA with **ERBAR BOLD**—1 pt. leaded

9 pt. and 10 pt. with Erbar Bold • 1 pt. leaded

PRINTING SPEED INCREASED

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How is one to assess and evaluate a type face in terms of its esthetic design? Why do the pace-

9△204 on 10 point

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10△546 on 11 point

11 and 12 pt. CORONA with *ITALIC* and SMALL CAPS—leaded

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11△190 on 12 point

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12△562 on 14 point

11 pt. and 12 pt. with Italic and Small Caps • leaded

CORONA FOR YOUNG READERS

Large, clear letters
Even color
Compact design
Economy of space

K k

The eleventh letter of the alphabet

keep

1. I **keep** my rabbit in a box.
2. George gave me a ball.
   I may **keep** it.

   keeps kept keeping

kettle

We heat water in a **kettle.**

key

We lock the door with a **key.**

kick

Ronald **kicks** the ball.

kicks kicked kicking

kindergarten

Little children go to **kindergarten.**
The **kindergarten** is in the school.

M

"**M**y!" said a Mole to a Miner,
"This hole couldn't be any finer.
If we dig downhill
And never stand still,
We'll surely end up in China."

N

"**N**o, no, no!" said the Nightingale.
"I won't sing in this awful gale!
Indeed I've no choice,
It would spoil my voice,
And I'd be as mute as a snail!"

O

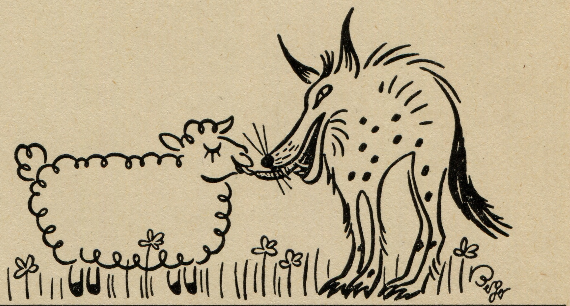
"**O**h!" said the Owl to the Ostrich,
"I do wish you and I were rich!
We'd buy a flashlight,
And go out at night
To call on the frogs in their ditch."

Above: An inviting page in 14 point Corona with Erbar Bold, and initials in 24 point Spartan Heavy. Text from "Animal Stories" by Georges Duplaix, courtesy of Simon and Schuster, publishers, New York.

Left: A page stressing definitions for young readers, set in 11 point Corona with Erbar Bold, with display in 14 point Erbar Bold. Text from "The Golden Dictionary," by Ellen Wales Walpole, courtesy of Simon and Schuster, publishers, New York.

	PROCESS	**LETTERPRESS, one and two colors**
52	TITLE	Twentieth Century Glass
	CLIENT	The Metropolitan Museum of Art
	DESIGNER	Joseph Blumenthal
	PROCESS	Letterpress
	PAPER	Lustro Gloss, Winsted Vellum
	TYPEFACES	Bodoni, Bodoni Book
	COMPOSITION	Spiral Press and Compo
	ENGRAVING	Beck Engraving Compa
	PRESSWORK	The Spiral Press
53	TITLE	Invitation
	CLIENT	Art Directors Club of L
	DESIGNER	Saul Bass, Altadena, Ca
	PROCESS	Letterpress
	PAPER	Black and White Enam
	TYPEFACE	Century Expanded
	COMPOSITION	Advertisers Compositio
	ENGRAVING	Times-Mirror Press, Lo
	PRESSWORK	Times-Mirror Press
54	TITLE	Lester O. Schwartz
	CLIENT	School of Art, Syracuse
	DESIGNER	John H. Davis, Syracuse
	PROCESS	Letterpress
	PAPER	Strathmore Pastelle Pi
	TYPEFACES	Spartan Medium, Heav
	COMPOSITION	Onondaga Printing Co.,
	ENGRAVING	Onondaga Photo-Engra
	PRESSWORK	Onondaga Printing Co.
55	TITLE	Form No. 5
	CLIENT	Kurt H. Volk, Inc.
	DESIGNER	Clifton Line
	PROCESS	Letterpress
	PAPER	Strathmore Double Dec
	TYPEFACE	Century Expanded
	COMPOSITION	Kurt H. Volk, Inc.
	ENGRAVING	Reiman-Conway Associ
	PRESSWORK	Kurt H. Volk, Inc.
56	TITLE	*Soutine* Invitation
	CLIENT	Museum of Modern Art
	DESIGNER	Edward L. Mills
	PROCESS	Letterpress
	PAPER	Warren's Old Style, laid
	TYPEFACES	Garamond Bold and Lig
	COMPOSITION	The Manhattan Art Press, Inc.
	ENGRAVING	Colonial Photo Engraving Corp.
	PRESSWORK	The Manhattan Art Press, Inc.

CORONA FOR GENERAL COMPOSITION AND JOB WORK



FRIENDSHIP

Aesop: Fine-weather friends are not worth much.

Aristotle: My friends! There are no friends!

Socrates: Be slow to fall into friendship; but when thou art in, continue firm and constant.

Jacques Delille: Chance makes our parents, but choice makes our friends.

Franklin: There are three faithful friends: an old wife, an old dog, and ready money.

Jean Paul Richter: Friendship requires deeds.

Emerson: The only way to have a friend is to be one.

Elbert Hubbard: A friend is a person who knows all about you—and still likes you.

Anonymous: Prosperity makes friends and adversity tries them.

Theophrastus: True friends visit us in prosperity only when invited, but in adversity they come without invitation.

Robert Southey: The loss of a friend is like that of a limb, time may heal the anguish of the wound but the loss cannot be repaired.

Left: Catalog listing, set in 10 point, employing small caps for item heads and Erbar Bold for numerals. From the "Printing for Commerce" exhibit, courtesy of the American Institute of Graphic Arts.

Above: A booklet page in 10 point, employing Corona italic credits, with display in 14 point Corona. Both text and picture from Oscar Berger's "Aesop's Foibles," courtesy the John Day Company, publishers, New York, and the author.

FINANCIAL corona COMPARISON

CORONA with BOLD FACE No. 2

5½ pt. with Bold Face No. 2 • solid and leaded

[Figures after decimal point are eighths]

Stock, div.$	Sales, 100s	High	Low	Close	Net chge.
Bald Lima H .60..	16	11	10.6	10.6	− .1
Balt & Ohio......	67	19.1	18.7	19.1	+ .1
Do p 5e.........	8	38.6	38.4	38.6	− .2
Bangor & Ar 1e..	3	18.6	18.6	18.6	− .2
Barker Bros 2....	12	19.2	19	19	− .3
Bath Ir Wk 2.....	2	22.7	22.6	22.7	+ .2
Bayuk Cig .80....	2	10.2	10.1	10.2	+ .1
Beat Fds 2a......	4	37.2	37.2	37.2	....
¶Beaunit M 2.....	23	25.6	24.6	24.6	− 1.3
Beck Sh p 4.75...	20	81.6	81.6	81.6	+ 1.6
Beech Airc .80...	2	12.7	12.6	12.7	....
Beech Crk 2......	10	33.4	33.4	33.4	+ .4
Beech Nut 1.60...	2	31	31	31	....
Beld Hem 1.40...	4	17	16.7	16.7	− .1
Bell & How .50a..	2	19.2	19.2	19.2	− .1
Bendix Av 3a....	35	52.3	51.6	52	....
Benef Ln 2.......	10	29.3	29.1	29.3	+ .1
Benguet M .10g..	350	2	1.7	2	+ .1
Best & Co 2......	4	27.4	27.1	27.4	....
Best Fds 2a......	5	33.5	33.4	33.5	+ .1
Beth Stl 3g.......	78	51.5	51.1	51.2	− .4
Do p 7.........	1	148	148	148	....
Bige San 1.60.....	14	18.5	18.4	18.4	....
Black & Dec 2a..	4	38	37.6	38	+ .1
Blaw Knox 1a....	1	17.1	17.1	17.1	....
Bliss & Lau .60g..	2	20	20	20	− .1
Bliss E W 1	1	14.7	14.7	14.7	....
Boeing Airp 1g...	26	46.3	45.4	45.4	− .4
Bohn Alum 1.25g.	1	37	37	37	− .2
Bon Ami A 1.50g.	40	29.4	29.1	29.4	+ .6
Do B	50	10	10	10	....
Bond Strs 1......	5	14.7	14.5	14.5	− .2
Book of Mon 1a..	3	10.6	10.5	10.6	+ .1
Borden 1.80g.....	5	48.3	48.1	48.2	....
Borg Warn 4a....	5	64	63.4	63.6	− .2
Do p 3.50.......	10	94.4	94.4	94.4	− .4
Boston & Me 1g..	4	13.6	13.5	13.6	− .2
Bow R Bear 2....	1	28.1	28.1	28.1	− .2
Braniff Airw .25g	1	14.1	14.1	14.1	+ .1
Bridg Br 1.40a...	10	14.5	14.3	14.3	− .3
Briggs Mfg 1.50g.	4	34.4	34.1	34.4	+ .2
Briggs & St 1a...	2	32	31.6	32	+ .6
Bristol My 1.60...	4	38	37.5	37.5	− .4

5½△80 on 5 point, with short descenders

[Figures after decimal point are eighths]

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Bald Lima H .60..	16	11	10.6	10.6	− .1
Balt & Ohio......	67	19.1	18.7	19.1	+ .1
Do p 5e.........	8	38.6	38.4	38.6	− .2
Bangor & Ar 1e..	3	18.6	18.6	18.6	− .2
Barker Bros 2....	12	19.2	19	19	− .3
Bath Ir Wk 2.....	2	22.7	22.6	22.7	+ .2
Bayuk Cig .80....	2	10.2	10.1	10.2	+ .1
Beat Fds 2a......	4	37.2	37.2	37.2	....
¶Beaunit M 2.....	23	25.6	24.6	24.6	− 1.3
Beck Sh p 4.75...	20	81.6	81.6	81.6	+ 1.6
Beech Airc .80...	2	12.7	12.6	12.7	....
Beech Crk 2......	10	33.4	33.4	33.4	+ .4
Beech Nut 1.60...	2	31	31	31	....
Beld Hem 1.40...	4	17	16.7	16.7	− .1
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Bohn Alum 1.25g.	1	37	37	37	− .2
Bon Ami A 1.50g.	40	29.4	29.1	29.4	+ .6
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Book of Mon 1a..	3	10.6	10.5	10.6	+ .1
Borden 1.80g.....	5	48.3	48.1	48.2	....
Borg Warn 4a....	5	64	63.4	63.6	− .2
Do p 3.50.......	10	94.4	94.4	94.4	− .4
Boston & Me 1g..	4	13.6	13.5	13.6	− .2
Bow R Bear 2....	1	28.1	28.1	28.1	− .2
Braniff Airw .25g	1	14.1	14.1	14.1	+ .1

5½△80 on 5½ point

[Figures after decimal point are eighths]

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Balt & Ohio......	67	19.1	18.7	19.1	+ .1
Do p 5e.........	8	38.6	38.4	38.6	− .2
Bangor & Ar 1e..	3	18.6	18.6	18.6	− .2
Barker Bros 2....	12	19.2	19	19	− .3
Bath Ir Wk 2.....	2	22.7	22.6	22.7	+ .2
Bayuk Cig .80....	2	10.2	10.1	10.2	+ .1
Beat Fds 2a......	4	37.2	37.2	37.2	....
¶Beaunit M 2.....	23	25.6	24.6	24.6	− 1.3
Beck Sh p 4.75...	20	81.6	81.6	81.6	+ 1.6
Beech Airc .80...	2	12.7	12.6	12.7	....
Beech Crk 2......	10	33.4	33.4	33.4	+ .4
Beech Nut 1.60...	2	31	31	31	....
Beld Hem 1.40...	4	17	16.7	16.7	− .1
Bell & How .50a..	2	19.2	19.2	19.2	− .1
Bendix Av 3a....	35	52.3	51.6	52	....
Benef Ln 2.......	10	29.3	29.1	29.3	+ .1
Benguet M .10g..	350	2	1.7	2	+ .1
Best & Co 2......	4	27.4	27.1	27.4	....
Best Fds 2a......	5	33.5	33.4	33.5	+ .1
Beth Stl 3g.......	78	51.5	51.1	51.2	− .4
Do p 7.........	1	148	148	148	....
Bige San 1.60.....	14	18.5	18.4	18.4	....
Black & Dec 2a..	4	38	37.6	38	+ .1
Blaw Knox 1a....	1	17.1	17.1	17.1	....
Bliss & Lau .60g..	2	20	20	20	− .1
Bliss E W 1	1	14.7	14.7	14.7	....
Boeing Airp 1g...	26	46.3	45.4	45.4	− .4
Bohn Alum 1.25g.	1	37	37	37	− .2
Bon Ami A 1.50g.	40	29.4	29.1	29.4	+ .6
Do B	50	10	10	10	....
Bond Strs 1......	5	14.7	14.5	14.5	− .2
Book of Mon 1a..	3	10.6	10.5	10.6	+ .1
Borden 1.80g.....	5	48.3	48.1	48.2	....
Borg Warn 4a....	5	64	63.4	63.6	− .2

5½△80 on 6 point

Linotype's new Decimal Fractions (8ths)—a single matrix combining the decimal point and figure (.1 .2 .4)—were used in the composition of the three columns above

UNLISTED STOCKS

	Bid	Ask		Bid	Ask
AmFurnMt	10⅝	11⅝	HovingCp	7⅜	8⅛
AmHosSup	32½	34½	IntlCellucP	58½	61½
AmMarietta	27	28¾	JeffersElec	25½	27½
AmpcoMetals	5⅞	6½	JoslynM&S	24¼	27¼
ApexSmelt	28½	....	KaiserStlC	25⅜	26⅞
AtlasBrew	8¾	9½	Krney&Trk	17¾	19¼
Bell&Gosst	25	26¾	KelloggCo	51	53½
BirtmnElec	12¼	13½	Lear	3½	4
Bowser	6¼	7	LibtyLoanA	17⅜	18⅝
BudaCo	14⅝	15¾	LongBelLbr	26	27½
BunteBros	7	8	Lytton'sHC	7¾	8½
CaspTinPla	11⅞	12⅝	MarqCeMfg	21½	22⅞
CentRepubl	10¾	11¾	MrchtsDistil	4	4½
CentrlSoya	37¾	40	MeyercordCo	7	8
CenSt&Wir	32½	34½	Mid-ContAirl	8	9
ChaseCandy	1¾	2¼	Minn&OnP	28	30
ChiDNews	30	32	MorrisPaMi	34½	37
ChiMil&Lm	36½	38¾	Do p	52	....
ChiMldPro	15	16½	NwprtSteel	11½	12½
ChiRyEqpt	14	15¼	NthwstEng	44½	47
Do p	19¾	21½	Nu-Enamel	⅝	⅞
ClearingMch	9½	10½	NutrineCand	2⅞	3⅜
CollinsRad	14½	15¾	NInPSCom	22⅜	23⅞
ConnCG	7⅜	8⅜	PettibMulli	46½	49
CoryCorp	3⅝	4⅛	PheollMfg	19½	21
CreamyPMf	22¼	24¼	PickringLbr	28¾	30¾
Drewrys	15⅜	16⅜	Poor&Co	20½	22½
Eversharp p	14¾	16½	PrtsmthStl	15¼	16¼
FedEnterpri	9¼	10¼	RepbNaGas	45½	48
Do p	16½	18¼	RoperGeoD	25	27
FedScwWks	17¾	19¼	ScottRadLab	3	3½
FteBG&M	17½	20	SearleCo	59½	62½
FoxDeLx,Ind	3	3¾	SignStlSt p	47½	49½
Do Mich	3⅛	3⅞	SivyerStCa	19	20½
FullerMfg	13½	14¾	Skilsaw	19¾	21¼
GenBtlrs	4½	5	Snap-OnTls	16½	18
GerberProd	30¾	32¾	SpencerCh	48⅜	50⅞
Gid&LwMT	12⅞	13⅞	SpragueElec	40	42½
GisholtMch	17	18½	StaleyAEM	26¾	28½
GlassFibrIn	16¼	17½	StandMill	9⅞	10⅝
GlobeStTbe	18½	19¾	StlProdEng	13	14¼
GoodmnMfg	53	56	Struthrs-W	20¾	22¼
GtLakesInd	4⅝	5¼	TnGas&Tr	25	26½
HarrisHall	13	15	TexEasTrns	18	19¼
Hart-Carter	7¾	8¾	TexGasTr	16¾	17⅞
HaskeliteMf	6¾	7½	TokheimOil	16	17¼
HearstCPA	15¼	16¾	USTrkLine	14¼	15½
HooverCo	17½	19	UtdSYds p	10½	11½

[Nominal quotations by National Association of Securities Dealers]

5½△80 on 5 point, with short descenders

BOARD OF TRADE FUTURES PRICES

[Wednesday, Aug. 22: Grains, dollars per bushel; lard and soybean oil, cents per pound]

	Open	High	Low	Close	Prev. close	Yr. ago	Season's range High	Season's range Low
Wheat								
September	2.42	2.42⅝	2.41⅜	2.41⅝-2.41½	2.41⅝-2.41½	2.25	2.57¾	2.32
December	2.45⅛-2.45	2.45	2.44⅜	2.44⅜-2.44½	2.44½-2.44⅜	2.28¼	2.59¼	2.35¾
March	2.47¼	2.47½	2.46½	2.46⅝-2.46¾	2.46½-2.46⅜	2.29⅞	2.58⅝	2.38¼
May	2.45¼	2.45½	2.44½	2.44¾-2.44½	2.44½-2.44⅜	2.26¾	2.48½	2.38
July	2.37½	2.37¾	2.37	2.37⅜	2.36½	......	2.37¾	2.33¾
Corn								
September	1.74½	1.74¾	1.73¼	1.73⅜-1.73½	1.74½-1.74⅜	1.52⅞	1.89⅝	1.63⅜
December	1.66⅝-1.66¼	1.67⅛	1.66⅛	1.66⅝-1.66¾	1.66½-1.66¾	1.45¾	1.84¼	1.54
March	1.70¾-1.70⅞	1.70⅞	1.70⅛	1.70⅝	1.70⅝-1.70½	1.48¾	1.74¼	1.59½
May	1.71⅞-1.72	1.72¼	1.71⅜	1.71⅞	1.71⅞-1.71¾	1.50	1.72¼	1.62
July	......	......	......	1.72⅞	1.72½	......	1.70¾	1.67⅞
Oats								
September	.79⅝- .79	.79⅝	.78½	.78½	.79¼- .79	.77¼	.98¾	.72½
December	.83¼- .83⅜	.83⅜	.82⅝	.82¾- .82⅝	.83¼- .83⅛	.78¾	.99¼	.77⅝
March	.86½	.86½	.85¾	.85¾	.86¼- .86⅛	.78⅝	.88	.78
May	.86⅝- .86½	.86¾	.85⅞	.85⅞- .86	.86¼	.75⅞	.88¼	.80
July	.82½	.82½	.82¼	.82¼	.82½	......	.83	.81½
Rye—Old Style								
September	......	......	......	1.67½	1.67½	1.37¾	1.98¼	1.64
December	......	......	......	1.71	1.74¼	1.42¼	2.00¼	1.65
Rye—New Style								
September	1.72¼	1.72¼	1.68¼	1.68¼	1.71½	......	1.98⅛	1.65
December	1.73¾	1.73¾	1.70½	1.71 -1.70¾	1.74¼	......	2.01	1.65
May	1.74¼	1.74¼	1.72	1.72¼-1.72½	1.75½	......	1.79	1.69
July	......	......	......	1.66	1.68	......	1.72⅛	1.69
Soybeans								
September	2.89 -2.88¾	2.89½	2.87¼	2.87½-2.87⅜	2.89 -2.89¼	......	3.42¾	2.71¾
November	2.75¼-2.75	2.75½	2.73¼	2.73½	2.75½-2.75¼	2.48	3.34	2.61½
January	2.78½	2.78½	2.76¼	2.76¼	2.78½-2.78	2.49¾	3.31½	2.64¼
March	2.80	2.80	2.78½	2.78½	2.80¼	2.53	2.98¾	2.66¾
May	2.82¾	2.80¾	2.81	2.80¾	2.82	2.54¼	2.87½	2.68¾
Lard								
September	17.62-17.65	17.65	17.15	17.15	17.57	14.37	20.52	13.95
October	16.32-16.30	16.32	15.90	15.95-15.90	16.27	14.42	20.25	13.70
November	14.80	14.80	14.55	14.55	14.82	14.30	18.20	13.17
December	14.90	14.90	14.67	14.67	14.95	14.65	17.65	13.42
January	......	......	......	14.67	14.80	14.65	16.80	13.70
March	......	......	......	14.57	14.80	......	17.20	13.87

5½△80 on 6 point

corona UNIT-WIDTH MATRICES

FOR TELETYPESETTER

8 SET

lower case alphabet, 118 points

figures, .0553

7½ point Corona w Bold Face No. 2

Linotype has an extensive choice of faces for Teletypesetter-equipped machines. Each font has been specially engineered for Teletypesetter use, as is this 7½ point Corona with Bold Face No. 2. Every single matrix is made to Teletypesetter specifications to provide proper word- and letter-spacing, and to assure trouble-free perforator operation. And yet, there is no impairment of legibility and reading ease in Linotype's Teletypesetter faces.

How is one to assess and evaluate a type face in terms of its esthetic

7½△44. Corona with Bold Face No. 2
Code, ZORUV

7½ point Corona with Gothic

Linotype has an extensive choice of faces for Teletypesetter-equipped machines. Each font has been specially engineered for Teletypesetter use, as is this 7½ point Corona with Gothic. Every single matrix is made to Teletypesetter specifications to provide proper word-and letter-spacing, and to assure trouble-free perforator operation. And yet, there is no impairment of legibility and reading ease in Linotype's Teletypesetter faces.

How is one to assess and evaluate a type face in terms of its esthetic

7½△34. Corona with Gothic
Code, ZOFTE

8 point Corona with Bold Face No. 2

Linotype has an extensive choice of faces for Teletypesetter-equipped machines. Each font has been specially engineered for Teletypesetter use, as is this 8 point Corona with Bold Face No. 2. Every single matrix is made to Teletypesetter specifications to provide proper word- and letter-spacing, and to assure trouble-free perforator operation. And yet, there is no impairment of legibility and reading ease in Linotype's Teletypesetter faces.

8△228. Corona with Bold Face No. 2
Code, ZOSHI

8 point Corona with Erbar Bold

Linotype has an extensive choice of faces for Teletypesetter-equipped machines. Each font has been specially engineered for Teletypesetter use, as is this 8 point Corona with Erbar Bold. Every single matrix is made to Teletypesetter specifications to provide proper word- and letter-spacing, and to assure trouble-free perforator operation. And yet, there is no impairment of legibility and reading ease in Linotype's Teletypesetter faces.

8△264. Corona with Erbar Bold
Code, ZOPVU

8.66 SET

lower case alphabet, 128 points

figures, .0599

Corona No. 2 with Bold Face

Linotype has an extensive choice of faces for Teletypesetter-equipped machines. Each font has been specially engineered for Teletypesetter use, as is this 8 point Corona No. 2 with Bold Face. Every single matrix is made to Teletypesetter specifications to provide proper word- and letter-spacing, and to assure trouble-free perforator operation. And yet, there is no impairment of legibility and reading ease in Linotype's Teletypesetter faces.

How is one to assess and evaluate a type face in terms of its esthetic design? Why do the pacemakers in the art of printing rave over a specific face of type? What do they see in it? Why is it so superlatively pleasant to their eyes? Good design is always practical design. And what they see in a good type design is, partly, its excellent practical fitness to perform its work. It has a "heft" and balance in all of its parts just right for its size, as any good tool has.

Your good chair has all of its parts made nicely to the right size to do exactly the work that the chair has to do, neither clumsy and thick, nor "skinny" and

8△224. Corona No. 2 with Bold Face. Code, ZOSFA

COVER REPRODUCED BY OFFSET

corona

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